

## ABSTRACT

A system and method for conducting an auction for a sponsor includes setting a composite score for each bid submitted to the auction. The setting of the composite score includes selecting at least one of a plurality of categories as evaluation criteria for each bid, setting parameters for each of the selected categories, and specifying a weighting for each of the selected categories. Bids are received from one or more participants, each bid including information corresponding to the selected categories. A score is determined for each received bid based on the parameters and weighting for each category and the information in the bid, and the participant having the highest score is notified.

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